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# Benning's Strawberry Plants For 1957

BENNING'S BERRY FARM

W. E. BENNING  
CLYDE, N. Y.

No. 1216  
State of New York  
Department of Agriculture and Markets

Daniel J. Carey, Commissioner

\*Dealer's Nursery Certificate

THIS IS TO CERTIFY that the nursery stock (if any) grown by W. E. Benning of Clyde, County of Wayne, State of New York, has been duly examined and found to be apparently free from all injurious insects and plant diseases; and that the above named has agreed to comply fully with the rules and regulations issued by the Department of Agriculture and Markets relative to the purchase, sale and distribution of nursery stock bought from others. This certificate is valid until October 1, 1957, unless revoked before that date.  
Dated, Albany, N. Y., August 16, 1956.

DANIEL J. CAREY, Commissioner.

H. B. LITTLE, Director, Bureau Plant Industry.

\* Dealers' certificates are issued to sellers of nursery stock who grow no nursery stock, or grow less than 25 per cent of the nursery stock they sell.

RECEIVED  
JAN 17 1957  
U. S. Department of Agriculture

Sec. 34.66 P. L. & R.  
U. S. POSTAGE  
**PAID**  
Clyde, N. Y.  
Permit No. 1

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## 1957 PRICES — TRANSPORTATION PREPAID

	25	50	75	100	200	250	500	1000
Premier								
Midland								
Catskill	\$1.35	\$2.25	\$3.25	\$3.95	\$6.00	\$7.50	\$13.50	\$22.00
Tenn. Beauty								
Robinson								
Sparkle								
Fairfax								
Empire	1.50	2.50	3.50	4.50	6.75	8.25	14.95	24.50
Armored								
Albritton								
Pocahontas								
Superfection	2.25	3.95	5.25	6.50	9.50	10.25	19.50	36.00

QUALITY PLANTS FREE FROM VIRUS, RED STELE AND NEMATODE DAMAGE.

### CASH MUST ACCOMPANY ALL ORDERS.

Figure each variety separately. Do not add together 2 or more varieties to obtain a quantity rate.

All plants are shipped PARCEL POST PREPAID. For the fastest service use SPECIAL HANDLING or SPECIAL DELIVERY. Indicate which one on your order blank but NOT BOTH.

SPECIAL HANDLING takes your package right through the terminals, which are sometimes jammed, and on to your Local Post Office without delay.

SPECIAL DELIVERY by-passes the terminals and gets your parcel out of your Local Post Office to you.

	Up to 500 Plants	Over 500 Plants
Special Handling	\$ .20	\$ .25 per parcel*
Special Delivery	.35	.45 per parcel*

\* Allow one parcel for each 2000 plants or fraction thereof.

References: Clyde Chamber of Commerce, Postmaster or Briggs National Bank, Clyde, N. Y.

Looking for a guide book on Strawberry Culture? Here it is.

#### THE HOW-TO BOOK ON STRAWBERRIES

By Robin Wyld

An easily read and thoroughly informative 112 page book on Strawberry Culture. Gives you the answers you have been seeking. The writer drives home her points with humor and cartoons on every page. Indispensable knowledge for the amateur and helpful for the commercial grower.

Price \$1.50 Postpaid

### QUALITY PLANTS

Last year, as announced in our 1956 circular, Benning's Berry Farm embarked on a new program designed to offer to the trade the finest quality disease free plants available anywhere. These plants are produced under a most rigid program of disease and nematode control and subjected to severe inspection and selection. The result is a quality strawberry plant free from virus, red stele and nematode damage, plants we are proud to stand behind.

In order to learn first hand how our plants put out under this program in the spring of 1956 were doing, we personally visited many of our customers during the past summer. We found them enthusiastic over the performance of these plants especially in those areas where disease has been a serious problem.

You can buy cheaper plants but we sincerely believe you cannot buy better ones. As many have learned through bitter experience, QUALITY DOESN'T COST. IT PAYS.

### DORMANT PLANTS

All the plants we offer will be dug while fully dormant and held in that state in cold storage. This assures you of receiving a plant which still has within its roots and crown all the food material nature stored there last fall to give it a vigorous send off in the spring. Let's look at a plant which is not dug and held in a dormant state until you receive it. It starts to grow in the nurseryman's bed very early in the spring and uses up

that precious stored food in pushing out new leaves and blossoms. If that plant is then dug and shipped, you get a plant with a beautiful green top, but with little reserve food to fall back on to give it a second start, this time in your bed. When the sun and wind hit it, it wilts.

However, just because plants have been held "in storage" doesn't necessarily guarantee you success. Plants must be dormant when they are put into storage and then held under the proper conditions. This means that for best results they must be grown in a climate cold enough to induce full dormancy.

Fully dormant plants properly held in storage are always as good as fresh dug plants and under many conditions they are superior. They can be safely shipped and planted at much later dates than fresh dug plants. This doesn't mean we are advocating late planting for we still believe early planting is best, but there are years—remember last spring—when rain and cold weather make early planting almost an impossibility. Set early by all means, if possible, but if you can't then dormant storage plants will eliminate much of the gamble in late setting. They will still need lots of care and water—especially water—but, if they get it, they will grow.

Having the plants dug dormant and held in storage means that our shipping season can start earlier as well as run much later. Those of you who live in areas where spring comes sooner than here in the Lake Ontario Country can now have your plants shipped to you when you are ready for them. No longer is it necessary for the snow to melt and the frost to leave the ground here before we can start shipping plants.

## PACKING

Another very successful innovation last spring was packaging the plants in polyethylene bags. Plants so packed ship better and arrive in better shape.

## OUR PLEDGE

We will deliver to you top quality plants in good condition. We cannot be responsible for conditions affecting the plants after arrival at your place. Any complaints as to shortages, condition or quality of plants must be made immediately. We cannot honor complaints made after June 15. We are always ready to stand behind our plants and our service and will adjust anything for which we are responsible. However, we will in no case be responsible for more than the purchase price of the plants.

# TIME-TESTED VARIETIES

## PREMIER (Howard 17)

Early. Bright red. Medium to large. Moderately firm. Quality good. Early berries wedge shaped. Later berries conic. Heavy yielder. Frost resistant. Widely adapted to all Northern berry areas. A time proven sure cropper.

Plants vigorous, healthy, prolific.

## FAIRFAX

No finer quality berry grown. Large. Very sweet. Unsurpassed flavor. Firm and solid. Stands up well for a long period. As they stand berries turn from a bright red to a dark purple color. Once customers taste Fairfax's quality and flavor they call for those "dark berries". Yields good. Ripens early midseason.

Plants large and upstanding and produced in moderate numbers. More easily damaged by late spring frosts than some varieties.

## CATSKILL

A top ranking midseason commercial berry. Large to very large, irregular shaped, long necked berries. Firm. Bright attractive color. Heavy yielder. Will take considerable wet weather at harvest time without rotting. A proven money maker.

Moderate plant maker. Foliage dark green and healthy. Our virus free Catskills look like the "old time Catskills" of 20 years ago.

## SPARKLE

Our biggest seller. A top quality heavy yielding late berry. Continues to produce after other varieties are gone. A superb freezing berry. It is well named for the medium to large beautiful, bright, red, glossy berries truly "sparkle". Long picking season. Firm.

Plants as attractive as the berries. Vigorous, dark green, shining foliage. Abundant plant maker.

## SUPERFECTION EVERBEARING

The best of the Everbearers. Lots of bright red tasty berries. Similar to, if not identical with, Gem.

Set Everbearers EARLY. Tend them well. Pick off the blossoms until early July. Your reward — luscious berries from August until cold weather.

## NEW VARIETIES TO TRY

**EMPIRE** — A recently developed variety rapidly gaining in popularity. Berries large to very large, bright red, attractive. Follows Premier in season but is larger, firmer and better quality. Heavy yielder.

Supply of plants is limited as we offer only virus free Empide.

**MIDLAND** — The only berry that we have grown that can rival Fairfax in quality. Early. Heavy yielder. Unsurpassed as a freezing berry and our personal choice in this department. Firm. Large. Beautiful appearance. Midland has been handicapped by failure to make plants freely. Now virus free Midlands show the original vigor of the variety. For a real treat in strawberry eating and enjoyment, try Midland.

**ALBRITTON**—A new variety widely grown in the Carolina area, and now being tried farther north. Vigorous, productive. Berries large, firm, very uniform in shape. They are glossy and a most beautiful vivid red. Not considered to be the best for freezing. Try Albritton.

**TENNESSEE BEAUTY**—A very productive, high quality midseason variety that is an excellent shipper and freezer. Medium to large, conic shaped, bright red firm berries. Very vigorous plant growth. Tennessee Beauty is attracting considerable interest in Northern growing areas.

**ROBINSON (KARDINAL KING, SCARLET BEAUTY)**—A popular late variety in northern regions. Very vigorous and productive. Berries very large, conic to wedge shaped, often distinctively ribbed and light red in color. At its best Robinson sells readily, often topping the market.

Robinson has some faults. It is only fair in quality. It is too soft for extended shipment and tends to rot badly in wet seasons. The plants are small and often rather inferior looking, but do not be discouraged by their appearance for they are very vigorous and grow and out produce most varieties in both plants and fruit.

Many growers have found Robinson to be highly profitable.

**POCAHONTAS**—A variety of outstanding vigor and productiveness. Good sized, firm, glossy red berries with a tough skin. Uniform size, moderately tart flavor. Midseason. Commercial growers should try this one.

**ARMORE**—Try this productive late variety. Good quality. Firm, good freezing berry. Light red all the way through the berry. Largest berries somewhat ridged.



**Please Write Plainly**

**Date** .....

**Send To** .....

**R. D. or St.** ..... **County** .....

Post Office \_\_\_\_\_ State \_\_\_\_\_

## SHIP ABOUT

**Shipped** .....

**ANSWER** \_\_\_\_\_



1.  $\frac{1}{2} \times \frac{1}{2} = \frac{1}{4}$

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2000 JAN 16

1. The first step is to identify the problem or goal. This involves understanding the current situation and what needs to be achieved.